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Agua Mansa Enterprise Zone, Community AMIGA or Enemiga?

By Stephen Martinez

One of the most important issues facing many city and county governments in the United States is the economic deterioration of urban areas and communities. These "economically depressed" areas are characterized by high unemployment rates, low income level of residents, a decline in business activity, and low tax revenue for the city in which these areas lie.

However, the economic decline of urban areas is not a problem exclusive to the United States, but is in fact a world-wide phenomenon. Great Britain was the first nation to implement the "Enterprise Zone" concept in revitalizing depressed local areas. The British have successfully demonstrated that the Enterprise Zone concept can revive depressed areas.

The Enterprise Zone concept is based on taking advantage of a Free Market environment to solve urban problems, and relies on private enterprises to work in conjunction with city and county governments. In theory, the concept works by reducing taxes, regulations, and other obstacles to economic opportunity in designated Enter-



prise Zones. The Free Market environment created by government incentives would allow for private firms to create jobs—particularly for disadvantaged workers—and expand economic activity.

In the fall of 1986, the Agua Mansa Enterprise Zone was so designated by the California State Department of Commerce under the Enterprise Zone Program (AB40), a state assembly bill

authored by Assemblyman Pat Nolan. Under the legislation, the zones are established for a 15-year period during which those who are doing business in the enterprise zone will qualify for tax credits and/or deductions.

In order to fulfill the requirements of AB40, the Counties of San Bernardino and Riverside, and the cities of Colton, Rialto, and Riverside—all jurisdictions in which portions of the Agua Mansa Enterprise Zone pertain—entered into a Joint Powers Agreement which established the Agua Mansa Industrial Growth Association (AMIGA). AMIGA, a separate public agency, is responsible for coordinating, marketing, and administering economic development programs within the Agua Mansa Enterprise Zone.

Some community groups, particularly in South Colton, part of which lies within the Agua Mansa Enterprise Zone, have voiced serious concern over the potential consequences to residents and harm to the environment. Because the Zone is geared primarily, but not exclusively, for heavy industrial use, there is concern over the possibility of water contamination and increased air

Please see AGUA MANSA, Page 6

Bishop Straling, On Use of Anencephalic Infants as Organ Donors

By the Most Reverend Phillip F.

Straling, Bishop of the Roman Catholic Diocese of San Bernardino (The following is the text of a statement issued by the Bishop)

With a strong tradition of compassion and respect for the dignity of all human life, the Catholic church commends the medical advances that have made it possible for organ transplants to save lives.

But with the rapid advances in medical skills and technology a new dilemma—the morality of using anencephalic babies purely as organ donors—must now be addressed. Medical science has moved so rapidly that a year ago the problem did not

even exist.

The use of organs from whole brain dead babies does not contradict the teachings of the church on the sanctity and dignity of life.

It is understood that anencephalic babies are often born with a functioning brain stem, which means that the baby is able to breathe without life sustaining equipment. If allowed to die naturally, usually within hours or at the most, days, there is often damage to the organs making them unsuitable for transplants.

In order to obtain these organs before damage occurs, anencephalic babies are being placed on life support systems until death occurs.

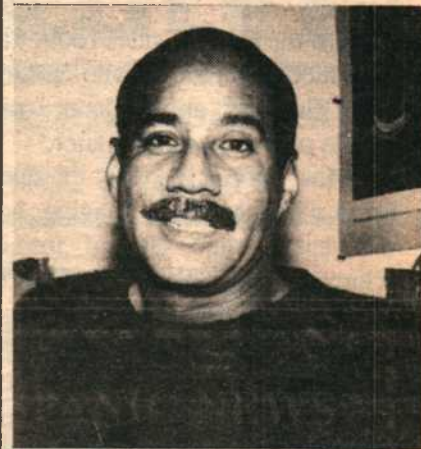
The church has a grave concern that in placing anencephalic infants on life

support systems solely to harvest their organs there may occur a de-personalization of the human being. The church is therefore concerned that anencephalic babies not become exploited as a source of biological material. Reducing an anencephalic child to the state of an object is morally unacceptable.

Sustaining anencephalic infants on life-support systems for an indefinite period of time for the sole purpose of harvesting their organs is not compatible with the church's teaching on the dignity of life.

The church is also concerned that if the current standard of "whole brain death" is changed in order to harvest anencephalic infants' organs it may put at risk other kinds of patients such as the permanently comatose.

PERSONAL PROFILE



Frank Ponce

"At some point you need to come back and touch your roots again to see where they started..."

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Down Came The Walls

In this cold impersonal world we live in, people do not seem to care about anyone else but themselves. Drivers may be stranded on the roads for what seems an eternity because no one stops to help. People are assaulted in the middle of the day in front of thousands because muggers know people will just go about their business.

With this in mind, it is refreshing to see people take down walls, they normally put up, and show some concern for one another. Airline passengers, including yours truly, were recently snowed-in at the Stapleton Airport in Denver Colorado.

At first people went through a period of disbelief and anxiety. Slowly travelers' sense of humor surfaced and they started breaking down their impersonal walls. People started to talk to each other and the hostile environment changed.

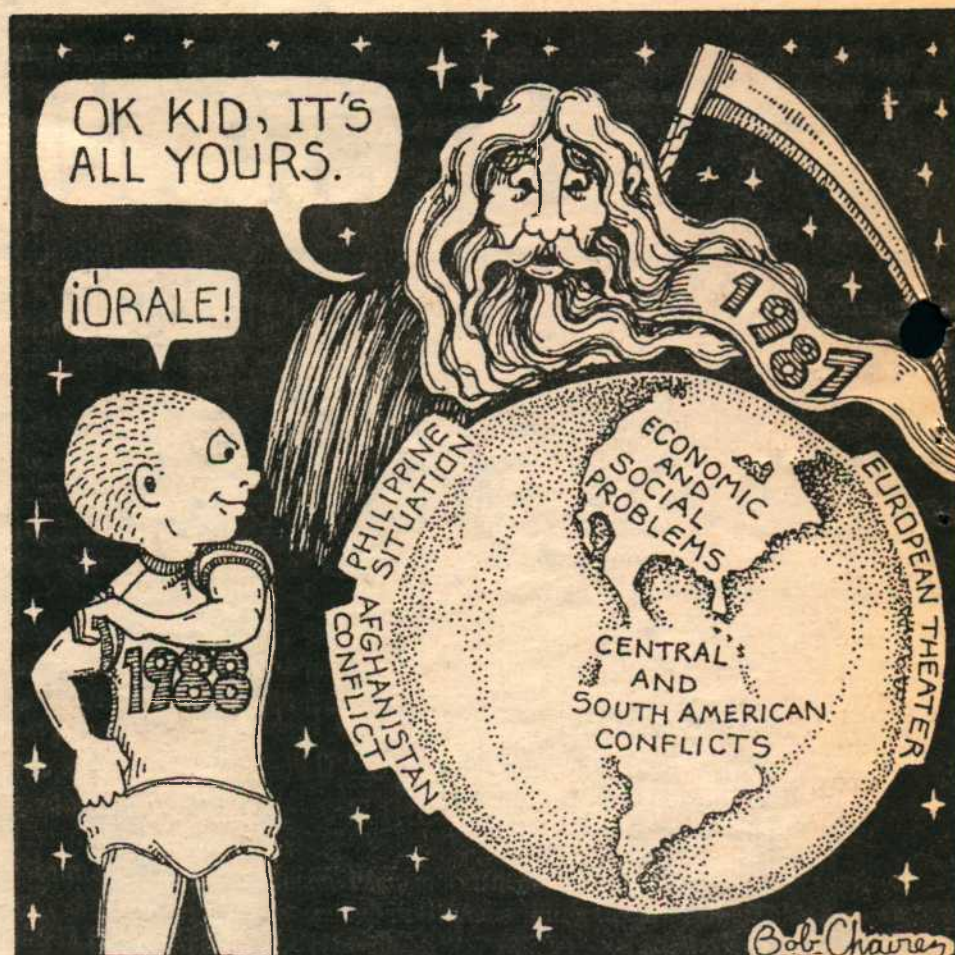
Mother Nature was trying to bring all these holiday travelers together in more than a physical sense. People of all races sat together waiting to hear about the status of their flights and an amazing thing happened.

An elderly lady opened her bag and offered the people sitting next to her some type of holiday bread. Another woman offered to watch a young mother's girls while she stood in line to buy her children food. An airline stewardess took under her wing three young girls who were flying alone to see their mother and were visibly shaken. Two young women approached a mentally retarded man, who seemed to not understand the situation, and offered to help him.

"Where were you going?" "I was flying to Boston." "Where will we stay tonight?" "What about our baggage?" The airport was transformed into a haven of good will for the stranded travelers.

When the airport reopened and flights were announced, people wished their new friends well and almost seemed to sadden as they bid goodbye. They knew they would never see these people again and they knew that even though their busy lives had been put on hold, this had been a special time they now wanted to savor.

Please see AIRPORT, Page 5



Hispanic Link

But I Am Back Where I Came From

By Linda Chavez

"When did your family come to America, Miss Chavez?"

The question doesn't surprise me anymore. In fact, I take perverse pleasure in the response my answer usually brings.

"On the Chavez side, 1609," I say. "My mother's family, who emigrated from England and Ireland, came a couple of hundred years later."

Most people who ask the question mean well. Many, I imagine, hope it will elicit some tale of immigrant achievement, the kind of thing every political candidate would like to work into his or her official biography.

When I ran in Maryland for the U.S. Senate last year, I faced a millionaire businessman in the Republican primary who frequently talked about his great-grandfather stepping off the boat from Ireland penniless, barely 100 years before. Funny, I never heard anyone raise the question about how long his family had been here, though.

I suppose it has to do with the image most Americans have of Hispanics. We're often referred to as the newest immigrant group.

Few people outside the Southwest seem to have any idea how many Hispanics trace their roots back two, three, nearly four hundred years. In states such as New Mexico and parts of California, Texas, Colorado and Arizona,

much of the Hispanic population predates the influx of "Anglos" by centuries. Yet many of us are still thought of as foreigners.

That message was brought home to me recently when I happened to see a letter generated by a column of mine in the Chicago Sun-Times on the diversity of Hispanics in the United States. The writer wasn't at all happy with what some have taken to calling the Browning of America, which the new census figures on the burgeoning Hispanic population dramatize.

His suggestion was to build a wall along our Southern Border; his aim, to stop all immigration, at least from Spanish-speaking countries. He suggested sending people like me "back where they came from."

What was most striking about this particular xenophobic ranting was that the writer admitted to being a second-generation American. Both his mother and father came to the United States from Eastern Europe in their youth.

Now I could go back where I came from. In fact, I suppose I could even move into my father's family home, which still stands at the plaza in Old Town Albuquerque, N.M., where it was first occupied by the Armijos in the late 1770's around the time the U.S. Constitution was ratified.

If I did, I'd still be an American citizen. But if my forebears had dealt with this gentleman's parents in the way he suggested that I be dealt with, he'd be

living in a communist country today. Not what he had in mind, I'm sure.

The beauty of America is that even though I can trace my heritage in the Southwestern United States back nearly 20 generations, I am no more American than my Hispanophobic correspondent who trace his roots here barely one generation.

What is unfortunate is that some of us forget that privilege based on lineage is one of those affectations that the Founding Fathers dispensed with. Ours is a nation whose ideal is to judge people not on how long they've been here, but on what they've accomplished in that time.

(Linda Chavez served as Staff Director of the U.S. Commission on Civil Rights and later in the White House as Deputy Assistant to the President for Public Liaison. She was the highest ranking Hispanic in the Reagan Administration. Presently she contributes weekly commentaries to National Public Radio and the Chicago Sun-Times and is President of U.S. English.)

Correction Notice: The Inland Empire Hispanic News will correct all factual errors in its columns or clarify misleading information. Please call (714) 381-6259

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Hispanic News
NEWSBRIEFS
Week in Review

Southridge Village Will Not Have New Schools

A Superior Court judge refused Monday, December 21, to order Fontana Officials and the developers of Southridge Village to start building long-promised elementary schools in the South Fontana housing project.

SUN, 12-22-87

Single Gene Found to Determine Sex

CAMBRIDGE, Mass. — Scientists believe they have found nature's sex trigger, a single gene that determines whether a fertilized egg will grow to be a boy or a girl. Their study suggests a person's sex is governed by the absence or presence of this gene, which acts as a sort of master regulator.

SUN (AP), 12-23-87

Nader Adds Juice to Grape Boycott

WASHINGTON — Consumer advocate Ralph Nader and 15 liberal interest groups joined farm labor leader Cesar Chavez on December 22, in trying to reinvigorate the "Wrath of Grapes" campaign against California farmers.

SUN (McClatchy), 12-23-87

Pope John Paul Delivers Christmas Message

VATICAN CITY — Blending family-style informality with the pomp of ancient public ceremony, Pope John Paul II celebrated Christmas with a call for people everywhere to overcome "the heavy dullness of their egoisms" in search of spiritual fulfillment.

L.A. Times, 12-26-87

San Andreas Fault Not Largest Threat

HAYWARD — A sizable earthquake along the Hayward fault could destroy railroad, water and utility lines feeding the San Francisco Bay area and do more damage to the region than a quake along the larger San Andreas fault, according to a state engineering study.

SUN (AP), 12-27-87

Social Security Tax Rise New Year's Day

WASHINGTON — The Social Security payroll tax rate went up on New Year's Day for the 13th time in the past quarter-century as workers pay a price for the 1983 bailout of the retirement program.

SUN, 12-28-87

VOICES IN THE CROWD

WHAT'S THE BEST THING THAT HAPPENED TO YOU IN 1987?



My mother had a heart attack last year at this time. I am happy she is still alive. I am also grateful she is celebrating the New Year at home with me.

Ana Cortez, Colton



My family was together and healthy.

Alma Reyes, San Bernardino



I'm grateful I still have my health. I'm also happy I was able to spend the holidays with my family again this year. I was previously living away from here and last year was the first time in a number of years I was together with my family. I hope to spend the holidays with my family every year now.

Juanita Bailey, Riverside



Last New Year's I spent it in the hospital. I couldn't walk. I am happy that I can now walk. I can work around the house even repair my roof. I feel new again!

Santos Aguilar, San Bernardino

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MENUDO: The Mexican Elixir

By Marta Salinas

T-shirts on barrel chests of barrio youth in the Southwest boast "Menudo—Breakfast of Champions." Latinos and Latinas on both sides of the U.S.-Mexico border regularly give testimony to its curative powers—particularly on such critical dates as Jan. 1, the morning after the night before.

Menudo's roots reportedly reach back to the Aztecs. Mexicans and their cultural descendants are addicted to it. At least, the ones I know are.

When I was growing up in Yancey, Tex., South of San Antonio, mama prepared it on Saturday night for our version of Sunday brunch. When she first served it to me, I had no idea what it was made of—beef tripe simmered for long hours in the company of oregano, garlic, onions, red pepper and hominy. I didn't question it. I just liked it.

My parents, both teetotalers, never informed us children that menudo had a reputation as a sure—possibly the only—cure for hangovers. I just thought that menudo on Sunday was a family tradition. I ate bowls of it, savor-

ing the spicy little chunks of meat.

During my teens, I was more often than not in a dreamy state. Sometimes I wondered, as I let my tongue slide over the many grooves and ridges in the tender pieces of meat, what I was chewing on. I meant to ask my mother, but I always forgot.

Even when I took courses in anatomy and physiology in my freshman year of nursing and had to handle the cold and slippery intestines of a cat, with their formaldehyde odor, I didn't make the connection. Thankfully, I don't think my love for menudo could have survived the association.

Since then, I have converted a few non-Latinos to menudo simply by saying, "Eat some first. Then I'll tell you what's in it."

After a bowl or two, they don't care.

For centuries, I guess, after the fiesta on Saturday night, menudo has been administered to the revelers when they awaken on Sunday as a cure for "la cruda," that peculiar state of existence that follows a bad drunk.

I didn't experience menudo's magic powers until after I left the protective custody of my parents. It happened at a

Mexican dance in Fresno, Calif., a few years ago. Much tequila and rum was consumed, a lot of it by me.

That night I watched an entire club full of boisterous, swaying dancing people mellow out when large ceramic bowls of the steaming red stew were placed on their tables.

The manic glow of hilarity left their faces in direct proportion to the amount of menudo they consumed. When the last piece of corn tortilla was dunked and the last spoonful of menudo was eaten, a look of contentment settled in their eyes.

A collective sigh engulfed the room. I have never seen a more remarkable transformation.

All ages and strata of the community were there. Local Latino dignitaries and reporters sat shoulder to shoulder with migrant workers and "homeboys and homegirls." Only menudo could have united them.

Strictly speaking, it was Sunday morning already—about 3 a.m. The mariachis shifted to soft, mournful love songs, *El Reloj*, *Crei*, and other requested favorites. Waitresses continued to appear with more menudo for

latecomers.

I felt the change taking place in my own body and it filled me with awe. I was close to tears. It was like finding myself unexpectedly in the middle of a family reunion at my Abuelita's with a bowl of fresh tamales on the table and the smell of anis or canela coming from the stack of still-warm-from-the-oven "empanadas." It was "piñatas" and "dulce de leche" all at once. I shared a closeness and cultural pride with everyone in the room.

Had my mother known all along of menudo's sedative and restorative powers? Is there a receptive gene in the blood of Latinos?

No answers came that night, but I left the dance happy and thoughtful and surprisingly sober.

Another piece fit snugly into the puzzle of my Latino heritage. It's not Dunkin' Donuts; I have Menudo Sunday.

(Marta Salinas is a Registered Nurse working at a migrant farm labor clinic in Woodburn, Ore. She is presently writing an autobiographical novel.)

The Silent Spring Of San Elizario

By Jaime Guerra

In 1950, Navy boot camp changed my life forever. It introduced me to the world of running water.

My buddies thought I was some kind of nut because I showered several times daily and drank water constantly. I was fascinated at being able to drink the same water I used for bathing and at the way I could get all the water I wanted, hot or cold, merely by twisting a metal handle.

Before entering the Navy, I had been to the home of El Paso (Texas) County Sheriff Joe Campbell and other *gabachos*—White folk—in the Lower Valley, so I was familiar with indoor plumbing. But discovering a world where I could get all the water I wanted—even waste some without feeling like a criminal and bathe without feeling heroic—seemed better than discovering sex. No "Mexican" has ever had it so good, I thought. I had always believed that good water was a privilege reserved for the *gabachos*.

Bathing in my beloved San Elizario, a mere 21 miles from downtown El Paso, was an ordeal, whether done in searing heat, freezing cold or during a blinding sandstorm. It called for hand-pumping the water, heating it over alamo wood in five-gallon lard cans, carrying it to a tub

inside the house and pouring into it several pounds of a water-softener called Calgon.

At the two farms Dad owned, the second one in Fabens 35 miles from the city, we were unable to find drinkable water at any level. What water we found, generally at levels as deep as 75 feet, was so salty we had to clean the strainer on the pump every two months or so. Even then we were lucky to get a mere trickle of brownish water that stained clothes and all it touched, gave you a rash and dried your skin.

You could actually smell the putrid water as it came out of the ground. And that was before anyone could afford a septic tank. One drink had the effect on your stomach of five gallons of castor oil. You had to beg for relatively safe drinking water from fortunate neighbors who found a vein on their land. We treasured water as life itself.

Those were days of drought, so dry that once a man was caught walking across the Rio Grande with a 500-pound bale of cotton on his back. He had stolen it from Ralph Gonzalez's cotton gin.

All this is ironic because in July my great friend Beto Lara took my wife and me fishing in that same spot on the river and the water was so high and the current so strong we couldn't

fish. Beto now can use the river year round, but apparently water suitable to drink and bathe with is still an exclusive privilege of the area's rich.

In fact, the area's water problems have become big-time news. The Washington Post, Life magazine and the wire services have had reports on it. The latest lead read thus:

"An independent study shows that El Paso County's water and sewer problems are worse than health officials thought.

"Health officials had been estimating that 10,000 people in El Paso County lived in Third World conditions in 100 colonias without adequate water and sewage systems.

"But the report, release Monday, revealed that 28,000 of the 68,000 county residents who live outside El Paso city limits have no reliable source of clean drinking water. The report showed that 53,000 county residents have no sewer service and most live on land unsuitable for septic tanks."

Ain't that nice? Two engineering firms charged \$150,000 to tell our illustrious officials what everybody in their areas has known for decades. There never has been a reliable source of drinking water in the valley, mainly because the politicians don't want it.

"In essence, what the health district has been doing is understating the problem", said Forrest Sprester, Environmental Engineer, for the City-County Health District according to one story.

Of course they have been doing that. The lack of good water in the subsoil is an act of God; the obligation to bring it from outside is the politicians'. But they won't, although according to the report, more than 350 colonias are affected and the area's population could nearly double to 125,000 by the year 2010.

The study also points out that nearly all of those affected are "Mecicans." At least one official had been quoted by the press as saying, "The Mexicans wouldn't bathe if they had water, no how."

That's another irony: El Paso has the most severe water shortage in the nation, yet leads the work in politicians with wet brains.

Will someone please pass the Calgon?

(Jaime Guerra is a copy editor with the Houston Chronicle)

Personal Profile: Frank Ponce

Born to migrant farm workers in Idaho 46 years ago, Frank Ponce came to San Bernardino at the age of four. He was raised in San Bernardino where he attended Our Lady of Guadalupe School and was part of the first graduating class of Aquinas High School.

One of his childhood recollections growing up in San Bernardino was going to the main library, since there was not a library on the Westside, and coming home hauling 20 books. "My family used to poke fun at me for bringing home so many books."

Ponce enjoyed growing up in the barrio across from Our Lady of Guadalupe Church.

"Everybody knew everybody else, so when I went away to school I was shocked that I was not around all Mexicans."

Ponce attended the University of San Diego, where he received a Bachelor's Degree in English. At the University of San Diego he was awarded the Woodrow Wilson Fellowship. This fellowship is given to students interested in teaching at the university level. Upon receiving a masters degree in English, Ponce returned to the University of San Diego to teach English. After two years, he returned to Stanford to study for his doctorate. Within a year he decided to go into the seminary.

He completed his seminary training at St. Patrick's Theologate Seminary, in Menlo Park, CA. Upon completion of his seminary training, he spent a year as a deacon in San Diego. Deciding to take more time before his ordination, Ponce studied and taught English at Stanford for the next two years.

Ponce came home to be ordained a priest on December 16, 1972, at Our Lady of Guadalupe Church. His first assignment was at St. Joseph's in Barstow where he worked from 1973-75. While at Barstow, he began working with a diocesan equipo on leadership development and the relationship between faith and culture. This work with the equipo continued at Our Lady of Guadalupe until 1977.

"Our Lady of Guadalupe became a homebase as Ponce and the equipo traveled the diocese organizing basic Christian communities (Comunidades Eclesiales de Base).

In 1977, Ponce was appointed Associate Director of the Secretariat for Hispanic Affairs at the National Conference of Catholic Bishops (NCCB) in Washington D.C. The NCCB houses various national offices that coordinate church life for the U.S. Catholic Church. "It is the national hub for the church," said Ponce.

In Washington, Ponce continued to work with Hispanic Catholics on a national level. "A national equipo wanted to develop a national pastoral plan for Hispanic Catholics. He also worked on the Second Encuentro which took place

August 1977. An encuentro is a national process of grass roots consultation, especially of Hispanic laity, empowering them to help themselves. "Through the Encuentro process, lay people began to reflect in a critical way on their daily lives and their Catholic faith." The results of the Second Encuentro were given to the Bishops. At the third national Encuentro, held in 1986, the focus of the consultation shifted. "Hispanics assumed a deeper responsibility for leadership roles in the church, instead of asking the church to solve all their problems." National Encuentros are held every six years.



NALEO Sponsors Poster Competition

WASHINGTON—Student artists could win more than \$7,000 in scholarships and prizes for designing a poster that encourages immigrants to seek U.S. citizenship, the National Association of Latino Elected and Appointed Officials (NALEO) announced.

This unique contest, which is made possible through a generous grant from the Kraft Corp., will provide two \$2,500 scholarships—one for a high school student and another for a junior college student—for the best designs. One of the two first place designs will then be used in NALEO's U.S. citizenship promotion campaign throughout the nation.

"We are calling on students to use their talents to develop a poster that reflects an immigrant's meaningful transition from permanent residency to U.S. citizenship," says Dr. Harry Pachon, NALEO's National Director. "Many of these students may have had friends or relatives who have become U.S. citizens."

Including the scholarships, the two first-place winners will be guests at NALEO's Annual Conference in San Antonio, Texas, in June, where they will be recognized for their work. In addition to the first prizes, NALEO will select entries for second and third places, which will receive \$1,500 and \$500 respectively.

Guidelines: Entries must be student-original artwork that are two-dimensional and suitable for poster display. Deadline: Must be received by Tuesday, March 1, 1988. Entries must be sent by certified mail to: NALEO, 1114 South Lorena St., Los Angeles, Calif. 90023. NALEO will not be responsible for submissions until they are received.

Potential applicants and/or their teachers are urged to call NALEO's toll-free hotline for contest information. Telephone: 1(800) 44-NALEO. An advisory panel comprised of artists will make its decision in April 1988.

NALEO is in the midst of a five-year campaign to promote the benefits of obtaining U.S. citizenship among immigrant groups with low levels of naturalization, particularly foreign-born Hispanics. The campaign includes toll-free hotlines, public education and working with community-based groups.

NALEO's previous poster, which was designed by a professional artist, was distributed to thousands of people and institutions, including all Hispanic elected officials, libraries and community organizations. "The success of this first poster has inspired us to take on this ambitious project, which will benefit student-artists and the immigrant community," Pachon says.

Ponce has lectured and written extensively on Hispanic culture and religion. "I have learned that culturally, the United States is not equipped to deal with Mexican Americans, who represent a new reality which needs to be understood in a unique way."

"After four years in D.C., I started seeing the effects of our work. "Out of 173 diocese, 130 now have Offices for Hispanic Affairs. There are also four regional offices for Hispanic affairs.

"I have worked to raise the consciousness of the church about Hispanic needs." Ponce noted that non-Hispanics used to ask him, What is it that you people want? Now they want to learn from us. "Hispanics are now seen as a gift to the church."

Ponce went to Paris to study history, cultural anthropology and theology at the Sorbonne and the Institut Catholique de Paris. His dissertation deals with *inculturation*, the process by which a culture becomes rooted to Christianity.

"In inculturation, God speaks through culture. Before we label any culture as superstitious, we have to study deeply. Christianity and the Hispanic culture are compatible."

Ponce realized that he was very American when he lived in Columbia in 1976. In Columbia he realized he was as American as apple pie and refried beans. "My cultural roots make me distinctly American."

Currently he is working with The National Coalition of Hispanic Health and Human Services Organization. I have worked there since 1985.

In his spare time, he sings, writes, and has played tennis for 25 years.

"I am also an omniverous reader, I like to read depth psychology and contemporary fiction."

Ponce remembers that his parents always instilled in him the importance of remembering his roots — where he came from. Frank Ponce would like to return to his roots and work with the people of San Bernardino.

"I have been thinking very seriously of coming back home. At some point you need to come back and touch your roots again to see where they started. When you go back, you discover there are more resources than you thought.

You need to drink again deeply from your own wells."

WALLS

CONTINUED from Page 2

Next time I go into an airport, people will be rushing from gate to gate, bumping into each other with that blank stare on their faces. It is unfortunate that nowadays it takes emergency situations to force people to act like human beings.

BUSINESS OF THE WEEK

Casa De Flores has a new casa (home) at 342 South Mt. Vernon. "This is a dream come true," said Inez Lucero, owner. For the past 13 years she had been paying rent at a shop also located on Mt. Vernon. After a year of refurbishing an old upholstery shop with the help of her husband Jess, her brother Art Sanchez and her son-in-law Frank Montano, Lucero was able to move to her new location.

"When my shop was blessed by the priest, I wanted to cry," said Lucero. The shop is a dream she hopes to leave as a legacy to her children and grandchildren. In fact her Assistant Manager

is her daughter

Lindy Gonzales. "Lindy has worked with me for 13 years, she is my right hand, I don't know what I would do without her."

Gonzales designs stained glass which can also be purchased at Casa De Flores. Two of her granddaughters work at the shop.

Lucero, who is originally from Deming New Mexico, came to this area after she married at the age of 16. She comes from a family of eight all of who have done well for themselves stated Lucero. She recalls her father was a bricklayer in New Mexico and now one of her brothers is an architect. "My father taught us the value of education."



Lucero worked at an area dry cleaners for 14 years but in the back of her mind she always wanted to open up a flower shop. In 1973, Lucero along with a friend started attending night school in Ontario to receive training in floral design. After six months Lucero completed her training and began working in the profession.

"I worked at Inland Flowers and at the Norton Flower Shop before I opened my own business," she said.

Customers will find an array of services at Casa De Flores. They provide everything from limousine rentals to helium filled balloons. In addition, Lucero hopes to expand her bridal section to provide more variety and selection. At Casa De Flores one can find authentic Mexican bridal accessories since Lucero buys articles like bouquets, lassos and rosaries from a salesman that brings in products from Guadalajara.

"We also carry communion and baptismal attire," noted Lucero.

A unique service provided by Casa De Flores is custom dressmaking. "If you bring us a sketch of a dress you

want, our dressmaker can make that dress to your personal taste." She recalled that a woman wanted a dress for a New Year's celebration and brought in a sketch on Dec. 28, four days later she had her party dress.

The shop's busiest time seems to be Mother's Day noted Lucero. In our culture that day is a very important one and she notices that to be especially true with recent immigrants who think nothing of spending \$50 on a floral arrangement for their wives and/or mothers.

"I enjoy my profession and that shows when I serve my customers." Customers notice this immediately when they walk into Casa De Flores.

Agua Mansa Enterprise Zone: AMIGA or Enemiga?

CONTINUED from Front page

pollution. Indeed, Assemblyman No-Housing and Urban Development agency. With those separate entities—city, state, and federal—working towards the redevelopment of the Mount Vernon Corridor, residents of South Colton will benefit from subsequent economic revitalization through greater employment opportunity, and higher property value. Lastly, AMIGA has no powers of condemnation, and therefore has no plans of bulldozing any residence in the Zone.

One aspect of the Enterprise Zone Concept is to increase employment opportunity for "disadvantaged" workers. Indeed, as indicated in the Executive Summary of AB40, of the ten designated Enterprise Zones in the State, only two may be designated as High-Technology Zones. The Agua

Mansa Enterprise Zone, clearly, is not designated as a High-Technology Zone, but is geared specifically for labor intensive industry such as mining, manufacturing, or assembling. The implication is that the Enterprise Zone Program will keep the unskilled workers "unskilled" and the disadvantaged workers "disadvantaged" as they fail to acquire the labor skills demanded by a dynamic California economy moving towards high-technology and computerization.

However, it is still far too early to fully comprehend all the implications, positive or negative, of the Agua Mansa Enterprise Zone. It will be years before the Enterprise Zone realizes its full potential for economic growth. Indeed, the Zone and its governing agency, AMIGA, may serve as models for the future which may require the cooperative efforts of diverse communities to insure economic growth for

their area. Officially, the Agua Mansa Enterprise Zone is so named because it roughly follows Agua Mansa Road. However, the Enterprise Zone could have just as easily been named after the early Nineteenth Century pioneer village of Agua Mansa, which survived as a result of cooperative efforts by Indian, Mexican, Spanish, and Anglo settlers along the Santa Ana River. The Agua Mansa Enterprise Zone, like the settlement which name it bears, is the result of a joint effort by diverse communities, and the goals of which are not unlike those of the Nineteenth Century pioneers: Economic growth and social progress, but at what price?

This the first of a two part series on the Agua Mansa Enterprise Zone

The Inland Empire Hispanic News regularly features a business in the Business of the Week section. This in no way is a form of endorsement on the part of the newspaper or its staff. The Hispanic News simply wishes to introduce our readers to the many business that are either owned by Hispanics or relate to the Hispanic community in this area.



Community Calendar

Leadership Workshop at C.S.U.S.B.

A one-day leadership skills workshop for high school and college students will be held **Saturday, Jan 9** at California State University, San Bernardino. The program will convene at 9 a.m. in the Student Union Multipurpose Room. Pre-registration is possible through Jan. 4th by calling Jesse Valenzuela at (714) 888-0207.

Coordinated by M.E.C.H.A., the Latino Business Students Association and the Institute for Social Justice, the seminar will focus on goal setting and time management, social and business issues in the Hispanic community and building skills for successful leadership, among other topics. A \$5 fee will cover conference materials and lunch.

Among the presenters will be Dr. Carlos Cortez, professor at the University of California, Riverside, and Hispanic businessman Gil Lara.

More information is available from Cal State M.E.Ch.A. Chapter President Sharon Hedrick at (714) 889-3192.

"A Healthier You"

On **Thursday, January 14, 1988, at 7:00 p.m.** The San Bernardino Community Hospital will present its third program on preventive health care titled, "Start the Year Right-Nutrition for a Healthier Lifestyle." Speakers will be Dr. Ralph Mallinger and Betsy Kline, Registered Dietician.

The program will be held in the Solarium located on the fourth floor of the Medical Office Building, which is adjacent to the Hospital at 1800 N. Western Avenue in San Bernardino.

There is a \$2.00 charge for the program. For further information and registration, please call Jean Deetz, director of The Inland Center for Women's Health at 887-8228

Performance Evokes Martin Luther King

A one-man show evoking the life of Martin Luther King, Jr., will be performed by professional actor Felix Justice at **7 p.m., Jan. 14 in the Recital Hall at California State University, San Bernardino.**

The production, Martin Luther King: Prophecy in America, is a dramatic college based on the writings and sermons of the late civil rights leader. The performance, free and open to the public, marks the university's observance of Martin Luther King's birthday.

Justice is in his sixth touring season of the show which has been seen throughout the United States and Africa. Based in San Francisco, Justice has been acting/directing for 28 years.

The Cal State production is sponsored by the Black Student Union and Intellectual Life and Visiting Scholars Committee. More information is available at (714) 887-7673.

San Bernardino County Museum

Friday, January 1, 1988, 7:30 p.m.

California Turtle/Tortoise Club

How to Take Care of your Hard Shelled

Friends. Club meets every first Friday of the month at the county museum located at 2024 Orange Tree Lane, Redlands.

Martin Luther King Birthday Party

The City of Colton's Human Services Department invites children of all ages to celebrate Martin Luther King's Birthday with a party on **January 18, 1988.** Starting at 9:00 a.m. with bus pick-ups at Veteran's, Municipal and Rich Dauer Parks and ends when the buses return at approximately 4:00 p.m. A fee of \$9 includes transportation, lunch, admission fees and supervision. Come to the party! For more information please call the Hutton Center at 370-5086.

Dia De Los Reyes Dance

Orquesta SIBONEY

8:00 p.m. to 1:00 a.m., Saturday

January 9, 1988

Chris Davis Supper Club.

333 E. Foothill Blvd.

Rialto, CA

More information, please call Mr. Lozada at 823-0044.

ASENCIO, ANTERIOR REHEN, SITUADO EN EL NUEVO PAPEL

Por Frank Gómez

Un acontecimiento raro en los anales de los asuntos de inmigración de los Estados Unidos ocurrió a principios de 1987: Se nombró a un hispano presidente de una entidad clave para analizar y informar sobre los asuntos de inmigración.

Diego Asencio, diplomático de carrera jubilado que ha prestado servicios en calidad de Embajador de los Estados Unidos en el Brasil y en Columbia, fue seleccionado para presidir la Comisión para el Estudio de la Migración Internacional y el Desarrollo Económico Cooperativo.

Dicha comisión, creada por el Congreso en 1986 después de la aprobación de la Ley de Control de Inmigración y Refugiados, tiene que informar al Congreso y al Presidente hacia Julio de 1990.

Si el nombre de Asencio suena conocido, es porque, en 1980, él pasó dos meses como rehén de los terroristas Colombianos del M-19. El negoció su propia puesta en libertad y la de sus colegas diplomáticos mediante le diplomacia, el ingenio, la comprensión cultural y otras habilidades.

Asencio, nacido en Andalucía, esta empleando ahora esas habilidades para hacer frente a un asunto insoluble y desilusionador que ha retado a la dirigencia política de los Estados Unidos por decenios: El de la inmigración ilegal. La comisión está estudiando a todos los países 'de procedencia' con un enfoque especial sobre el principal de entre ellos:

México. La cuestión está colmada de factores económicos, políticos y culturales que pesen sobre las actitudes

y los cursos de acción en ambos lados de nuestra frontera meridional de 2,000 millas.

Acontecimientos alentadores aparecen, sin embargo, en el informe de dicha comisión sobre su primera misión, a principios de Diciembre último, a México. Asencio, hablando ante un simposio en Washington de contactos con el gobierno, incluyendo al Presidente Miguel de La Madrid, y al prestigioso "Colegio de México."

"Cualesquiera preguntas acerca de cuán bien sería recibida nuestra misión, desaparecieron rápidamente después de nuestra llegada," dijo él.

Asencio regresó con una promesa del Presidente de La Madrid para cooperar plenamente con el grupo estadounidense, para crear una entidad paralela y para compartir los análisis sobre la migración Mexicana, interna y externa.

Asencio, cuya comisión de 12 miembros abarca a congresistas y ex-gobernadores, atribuye la recién hallada cooperación a dos factores:

- 1) La aprobación de la Ley de Control de Migración y Refugiados de 1986.
- 2) La situación "híbrida" de la comisión, ya que no pertenece a la rama ejecutiva ni a la legislativa.

"La presentamos sobre esa base," dijo Asencio. "La independencia de la comisión nos dio acceso y verosimilitud."

Asencio explicó que la comisión procuró "retar al juicio tradicional" sobre la cuestión de la inmigración. El hacer rico a todo el mundo en México—aún si fuera posible—pasa por alto el hecho de que el trámite del desarrollo es desestabilizador. De igual manera, si se emplea la economía para enfocar al problema, las industrias "maquila-

doras" de ensamblaje podrían ser destruidas por los costos mayores, y las plantas se irían de México.

El comercio libre? El gran influjo de capital estadounidense devoraría al sector comercial de México y los productos Mexicanos baratos inundarían al mercado estadounidense.

Los miembros de la comisión quedaron impresionados por una visita a

Zacatecas, uno de los principales estados 'de procedencia'. Pidieron a los trabajadores de una granja cooperativa que levantaran las manos si habían estado en los Estados Unidos. Todas las manos se levantaron. Asencio comentó que los trabajadores se mostraron elocuentes. "Les preocupa la documentación que exige la nueva ley de inmigración y su efecto sobre la capacidad de ellos para sobrevivir"

L comisión hizo notar que las zonas irrigadas envían una cantidad menor de personas. Sin irrigación, una vez que se han recogido las cosechas, la gente no tiene nada que hacer, y emigran al Norte. El dinámico gobernador de Zacatecas, explicó Asencio, pidió a los antiguos residentes de Zacatecas que viven en los Estados Unidos que compraran acciones de la deuda exterior, a 60 centavos por cada dólar, y emplearan los ingresos para convertir antiguos edificios en hoteles de turismo. Eso ha ayudado también a mantener a algunas personas en el estado del centro de México

Los participantes del simposio, entre ellos algunos eruditos Mexicanos, indicaron que considerando que México había adoptado por largo tiempo una actitud de alejamiento hacia la legislación estadounidense sobre la

inmigración, el gobierno ve ahora que debe de actuar responsablemente en vista de la Ley de Reforma y Control de la Inmigración. Las perspectivas obtenidas por la primer visita de la comisión reflejan una actitud nueva que sólo puede verse como positiva, explicaron ellos.

Hubo un reconocimiento muy extendido entre los participantes, sin embargo, de que Diego Asencio fué un factor principal en el éxito de la misión. Criado en Newark, Nueva Jersey, después de que su familia emigró desde España, Asencio trae a su trabajo la sensibilidad de un hispano-Americano, pero no el "equipaje" de un Mexicano-Americano. Por otra parte, él conoce bien a México, por haber prestado servicios allí como diplomático y haber viajado posteriormente como Sub-Secretario de Estado Para Asuntos Consulares cuando se estaba debatiendo el proyecto de ley Simpson-Mazzoli, a principios de 1980. El presidió al grupo de trabajo entre las dependencias del gobierno federal acerca del proyecto de ley.

Con entusiasmo característico, Asencio cree que su comisión puede terminar su investigación y presentar sus informes al Presidente y al Congreso hacia Enero de 1989, mejor que en Julio de 1990. Dada la urgencia del asunto, el anticiparse a la fecha límite será un acontecimiento agradable.

Asencio tiene todas las herramientas con que hacerlo—y hacerlo bien.

(Frank Gómez es consultor de asuntos internacionales en Washington, D.C.)

PROJECT REDIRECT, CREATING POSITIVE TRADITION

Somos Hermanas Unidas (SHU) was founded and incorporated in 1976 by eleven women. "The key women involved were Lucia Valdez, Rita Arias and Esther Murrillo," said Emma Lechuga, program director.

"SHU was started through a grant provided by the Chicana Service Action Center out of Los Angeles, which was set up to train Chicana leaders throughout the state," she recalls.

For the first four years the women who made up the board of directors met and participated in problem-solving, providing referrals to people, especially youth who were in need of referrals to mental health facilities, drug abuse programs and medical facilities.

"We acted basically as a referral source then we started toying with the idea of establishing a counseling center."

What really pushed SHU to begin Project Redirect was the high incidence of gang activity in 1978.

"In 1978 we had a lot of problems with gang activity between the cities of Colton and San Bernardino. 'Kiko Gomez was able to convince these gangs to a peace treaty,'" said Lechuga.

However, she notes that the women involved in these gangs were not addressed. Through Gomez and Lucia Valdez, the women also became involved in the peace treaty.

"We met with these women on a 6 month basis and did a needs assessment. 'Most of them said they wanted vocational, employment, child care and educational opportunities,'" said Lechuga.

SHU applied and received a grant through C.E.T.A. for \$450,000 to work specifically with gang related women. "After six months we were able to prove to the state that our childcare center would not be a duplication of other



childcare programs and we received \$30,000 in seed money in 1981. Project Redirect was born.

Women would be put to work in per week with their sponsoring employer and spend 20 hours going through educational programs at SHU to prepare for their G.E.D. test because the majority of them were high school dropouts. After a year they graduated with their high school diploma or a G.E.D. certificate in addition to the work experience.

Project Redirect expanded its service after their first year, to include secretarial training and bookkeeping and childcare aid training and the G.E.D. training preparation classes.

After spending its first six years operating out of Casa Ramona, SHU moved to its present location at 254 East "E" Street in Colton.

Project Redirect is currently a school for men and women which offers education and training for employment. All courses use up-to-date computer curriculum for academic and job market skills. Students are provided not only

educational/vocational skills training but also the appropriate job search skills to make them competitive in the job market. Students are provided with services even after graduation, to assist them in their search for gainful employment. Courses offered to all San Bernardino City and San Bernardino County residents include:

- *Secretarial Training
- *G.E.D. Preparation
- *Child Care Aide Training
- *Adult Basic Education (remediation)
- *English as a Second Language
- *Vocational English as a Second Language

"The only classes that require a fee be paid are the latter two on the list. The fee is \$25 a month which comes out to about 60 cents an hour."

According to Lechuga all the classes are on an open-entry, open-exit basis. "We have a reasonably good balance of people from Fontana, Bloomington, San Bernardino, and Redlands. Class size varies from 10 to 40 students.

The majority of the program's funding is through J.T.P.A. (Job Training Partnership Act) and Colton, Redlands and Yucaipa R.O.P. (Regional Occupational Program).

For those students needing child care services, the SHU-Child Development Center provides "onsite" child care for children ages 2 to 14 years of age through its licensed child care center. The Child Development Center also welcomes children from the community at large. If students are J.T.P.A. enrolled there is no charge for the daycare services. For students who are not J.T.P.A. enrolled are R.O.P. enrolled, every effort is made

to refer them to the welfare department, who runs a childcare subsidy program and also an alternate payment program.

Some of the program's future plans is to offer a complete course in word processing. SHU would also like to expand its childcare capacity, currently they are licensed to accommodate only 35 children. Lechuga would like to setup a second Child Development Center, possibly in San Bernardino.

For two consecutive years 1986 and 1987, SHU-Project Redirect has received Outstanding Program Operator awards for its exemplary youth programs featuring Adult Basic Education and GED preparation, in addition to its secretarial training programs. These awards are issued annually by the Private Industry Council who oversees the Job Training Partnership Act program.

For more information, contact SHU-Project Redirect at 824-4350 or visit the school and child care center at 254 East "E" Street, Colton

DEUKMEJIAN APOYA A LAS MAQUILADORAS DE LA FRONTERA

Considerando el aumento potencial económico y de mano de obra, el Gobernador George Deukmejian recientemente se unió con nueve gobernadores de los estados que co-lindan con México en apoyar la decisión a promover activamente el aumento del desarrollo industrial en la frontera de los Estados Unidos y México.

La decisión a darle mayor prioridad a la industrialización a lo largo de la frontera se hizo durante la sexta Conferencia de Gobernadores de la Frontera entre los Estados Unidos y México, la cual se llevó a cabo principios del presente mes en Las Cruces, Nuevo México.

Los oficiales se pusieron de acuerdo durante la conferencia, la cual transcurrió un plazo de dos días, que la expansión de la dicha industria maquiladora tendría positivos beneficios económicos para ambos, Estados Unidos y México. Sin embargo, también reconocieron que el rápido desarrollo industrial tiene sus problemas, tal como la contaminación atmosférica, los cuales deben ser considerados.

Las maquiladoras son plantas industriales, ya sean de los EE.UU. o extranjeras, que se montan en México. Las empresas son atraídas por el terreno

menos costoso y por la cantidad disponible de la mano de obra barata, además a las ciudades fronterizas en los EE.UU. les atrae el aumento de la inversión económica que les representa a sus comunidades.

Mientras que los que critican a la industria maquiladora se preocupan que las plantas les quitarán el empleo a los trabajadores de los EE.UU., el Gobernador Deukmejian documentó que los estudios muestran que por cada puesto creado en la Frontera Mexicana, se crean dos puestos en los EE.UU.

El Gobernador, quien confirmó que seriamente esta consideran poner una

oficina mercantil Californiana en la Ciudad de México, fue apoyado en la conferencia por los Gobernadores Evan Mecham del Estado de Arizona, William Clements de Estado de Texas, y también por Garrey Carruthers del Estado de Nuevo México.

Representando a México se encontraron los gobernadores de los Estados de Sonora, Baja California, Coahuila, Nuevo León, Chihuahua y Tamaulipas.

Crime Tip: Dare To Keep Kids Off Drugs



Sgt. Dan Hernandez
San Bernardino Police Dept.

More and more we hear about young kids taking drugs. Sometimes children are trying drugs at the mere age of five or six. Realistically the problem tends to start at the junior high school level.

We've tried to scare children away from drugs by showing them pictures, telling them all the bad things that could happen to them if they take drugs, even showing them movies. Education is definitely one answer to keep kids off drugs. D.A.R.E. originated in Los Angeles in 1983. The City of San Bernardino implemented D.A.R.E. in five schools in 1985. It was so successful that D.A.R.E. is presently being instructed at eleven elementary schools this semester. By the end of the 1987-1988 school year every elementary

school in the San Bernardino City School District will have received D.A.R.E. This includes several private schools.

WHAT IS D.A.R.E.?

D.A.R.E. is a new approach to educating young people. Based on recent research, the traditional scare tactics are de-emphasized. Kids do not want to be told what not to do. Teens instead, want to act grown-up. Many of them think smoking, drinking and using drugs are their passport to adulthood.

So D.A.R.E. tries to teach students what being grown-up really means. Not giving into peer pressure, making your own decisions and learning to cope with life's problems in positive ways are the essence of the D.A.R.E. program.

WHO INSTRUCTS D.A.R.E.?

One of the unique features of Project D.A.R.E. is the use of police officers as instructors. The San Bernardino Police Department has three officers (Cpls. Tony Aragon, Chuck Greene and Ray Rocha) assigned to the program. The school district has assigned Sgt. Walter Snyder from the school police. These officers instruct the program on a full-time basis. The officers teach at selected schools for the entire day once a week for seventeen weeks. Each week the officers instruct a different subject to the children. The program is designed

for 5th and 6th graders because they will be going to junior high school soon. This semester, the officers have also instructed a program designed for grades kindergarten through 4th. This means every child in the eleven schools will have received D.A.R.E. That's over 5,000 students for the 1987 Fall semester.

WHY DO KIDS LIKE D.A.R.E.?

There is no other program available to the San Bernardino students where they actually can talk to, learn from and have fun with a real police officer. The officers do not wear their gun belts in the classroom. Because of this, the children see our D.A.R.E. officers as real people who care and have feelings, who laugh and sometimes cry, just like they do. Students receive a workbook and a binder. The workbook must be completed to pass the course. They are tested on the subject matter. Role playing is an important part of the training. At the end of the semester the students participate in a D.A.R.E. graduation ceremony. During this event, the students receive a certificate and various awards are handed out.

TIPS FOR PARENTS

Remember, D.A.R.E., school, sports, etc. are not always the 100% answer to keep kids off drugs. Love, understanding and communicating

with our children is very important. Raising children is no easy task. With today's pressures, especially the easy accessibility to drugs, our job as parents is even harder. Try to practice these tips:

*Establish family rules that make the use of drugs non-negotiable.

*Educate yourself about drugs, so you can talk informatively with your children and answer their questions.

*Since peer pressure is a major factor in teen drug use, know your children's friends.

*Talk with other parents. Try to establish uniform rules that make access to drugs harder for your children and their friends such as curfew, the amount of spending money they receive and the use of the car.

*If problems arise, try to seek advice and counsel from someone both you and your child respect and can relate to.

Feel free to talk to one of our D.A.R.E. officers by calling the Crime Prevention Unit at (714) 384-5715.

Officer Shootings Involve Minorities

In the past couple of months there has been a number of officer related shootings in San Bernardino. A large number of these shootings have involved minorities.

On November 19 patrol officers responded to a report of a residential robbery at 589 N. Meridian. During the investigation a negro male adult, similar to what the victim had described as the suspect, arrived and began walking to the front of the house. One of the officers ordered him to stop and observed a shiny metallic object in the male's right hand which he held close to his waist as he continued to walk. At that point the officer fired his weapon striking the male in the mid-torso area.

A San Bernardino Police Officer responded to a fight at the Boy's Club at 1180 W. 9th Street on Saturday, December 12. While responding the officer advised other officers of the fight via radio. When the first responding officer arrived, he observed several people outside the east doorway of the club. As the officer approached, he heard a gunshot fired in his direction and immediately focused on the suspect who was standing near the doorway with a weapon in his hand. The officer sought cover and was immediately joined by two other officers. The officers ordered the suspect to stop. However, the sus-

pect fired two more shots into the air, then lowered the weapon in the officers' direction. At this point the officers simultaneously fired their weapons, striking the suspect. Bruce Joseph Houston of San Bernardino.

In another instance narcotic officers serving a search warrant December 23 at 156 S. Giovanola in San Bernardino shot Benjamin Navarrete DeLeon. Upon arriving at the residence the officers surrounded the house and after they received no response from knocking they kicked open the door. They were confronted by the suspect, DeLeon, who was armed with a 22 caliber Ruger automatic. DeLeon aimed at the officers as they came through the front door. An officer then fired one shot at the suspect.

"In these instances, these officer related shootings have involved minorities," said Sgt. Dan Hernandez, public information officer for the San Bernardino Police Department.

"Officers in these situations are faced with a task requiring a rapid evaluation and decision as to shoot or not to shoot, in the protection of life. 'Some situations, you just don't get a second chance.'"

"Given the circumstances, concern and training, all of that comes together absent the color of the person involved in the shooting," said Hernandez.

STATE GRANT AWARDED TO INLAND EMPIRE EDUCATION CONSORTIUM

A group of Inland Empire educational institutions led by Cal State, San Bernardino has been awarded a \$28,000 California Student Opportunity and Access Program (Cal-SOAP) planning grant to promote higher education with low-income and minority students.

The funds will be used to form a consortium of secondary schools, community colleges and four-year universities by April 15, 1988 in order to secure another state grant for implementation of a coordinated college outreach program.

Participating institutions include Cal State, San Bernardino; the University of California, Riverside; the University of Redlands; Riverside City College; San Bernardino Valley College; Chaffey Community College; the College of the Desert; Moreno Valley Unified School District; Rialto Unified School District; Colton Joint Unified School District; and Aquinas High School. Other school districts which have indicated support are San Bernardino Unified, Coachella Unified and Desert Sands Unified.

With the Cal-SOAP planning grant,

the Inland Empire is destined to become the sixth region in the state to offer specialized, focused informational and educational services to targeted students. Services may include tutoring, academic advisement, financial aid workshops, campus visits and printed information. Other Cal-SOAP projects exist in Santa Barbara, Whittier, San Diego, Oakland.

Reacting to receipt of the grant award, Dr. Juan Gonzalez, assistant to the president at Cal State said, "This is an important development for under-represented students in San Bernardino and Riverside counties because the program mandates that the new strategies developed for access to higher education will not duplicate existing programs, so this effort will be supplemental to programs already serving some of the 'best and the brightest' low-income and minority students.

ESTRELLAS DEL MUNDO

Por Jesse Sepulveda

No cabe duda que detras de cada gran hombre, hay una gran mujer, y ésto ha quedado demostrado una vez más en el caso de José José, el cantante Mexicano más popular en el ámbito internacional, que por más de una década ha cautivado al público de habla Hispana con sus interpretaciones musicales que lo han mantenido siempre en los primeros lugares de popularidad en el medio artístico Latino Americano.

Hace algunos años cuando José José se iniciaba como cantante, se casó con una mujer que por desgracia en vez de ayudarlo y apoyarlo en su carrera artística, por el contrario lo destruyó moralmente, haciendo que éste moralmente se sintiera derrotado en todos los aspectos de la vida, y agobiado por los problemas conyugales se refugiara en las drogas.

Pero un buen día aquella pesadilla terminó al separarse de su esposa y conocer mas tarde a Anel, una joven y bella modelo que se ini-

ciaba en el medio artístico Mexicano, quien se convirtió mas tarde en su esposa y amiga, y al final en su representante.

Rogelio Guerra es un actor hecho en la televisión y su principal fuente de trabajo la constituyen las tele-novelas en las cuales se inició dándose a conocer através de estas internacionalmente, y haciendo de vez en cuando algunas presentaciones especiales en el cine.

Todo parece indicar que el matrimonio entre la cantante Mexicana Lupita D' Alessio y el cantante Argentino Sabú pronto sera cosa del pasado. Se dice que todo anda mal entre ellos y que muy pronto habrá divorcio. Para Lupita esto sera un golpe duro, pues apenas se recuperaba de su anterior divorcio y ya tiene otro en puerta.

Tal parece que los productores de obras teatrales frívolas o "Burlesque" han encontrado la manera de hacer buen dinero pues ya tenemos tres teatros en el área de Los Angeles que se estan dedicando a este tipo de espectáculos, y créame que con muy buen éxito, pues en todas las funciones registran muy buenas entradas y la gente hace lineas

desde muy temprano para ganar las mejores localidades y admirar a sus artistas favoritas o simplemente recrear su vista con las bellas chicas que en poca ropa hacen las delicias de los caballeros que acuden a ver dichas obras teatrales cuya principal atracción son los personajes cómicos y la ya conocida picardía Mexicana que aunque un poquito subida de color hace reir al espectador de principio a fin.

Cuando José José se encontraba sumido en el vicio de las drogas, conoció a Anel, quien con su ayuda y cariño, logro que el cantante, quien estaba alejado del medio artístico, se reincorporara al mismo, siendo ella y su hermano quienes paso a paso llevaron a José José por el camino del éxito, primero en Mexico y despues en todo Latino America.

Anel y su hermano fueron desde un principio quienes se encargaron de los contratos y giras del cantante, cuidando todos los detalles para que siempre resultaran en un rotundo éxito tanto nacional como internacional. Y es gracias a ellos que José José en la actualidad es conocido en todos los países de

habla Hispana como uno de los mejores cantantes Mexicanos a quien se le quiere y se le respeta por su profesionalismo y su simpatía.

Este año José José ocupo un cuarto lugar de popularidad en los Estados Unidos con su interpretación de la canción, "Soy Asi.", misma que se toca con mucho éxito en todas las estaciones de radio Hispanas aquí en los Estados Unidos y en toda Latino America.

El actor Mexicano Rogelio Guerra esta feliz y contento pues su esposa con quien contrajo nupcias recientemente ya esta esperando bebé y se espera que nazca a mediados de 1988. Aunque ella es mucho más joven que él, ambos aseguran que hasta ahora todo es felicidad pues todo marcha bien en su matrimonio.

Ronstadt Shines in "Canciones De Mi Padre"

by Eduardo Leal

When you hear the name Linda Ronstadt— you ask yourself what type of music is she singing now?

Ronstadt has come a long way since she first hit the radio waves with her group the Stone Poneys back in the late sixties. Ronstadt has matured as a singer and a writer since leaving the Stone Poneys and embarking on a solo career, which has taken her through different styles ranging from pop rock, big band, and folk/country music (the latter, as a trio with Dolly Parton and Emmylou Harris.)

Her latest venture draws her closer to her roots with an album recently released titled "Las Canciones de Mi Padre". She is in a sense paying homage to her heritage — her father being of German/Mexican decent.

This album features corridos, rancheras and boleros which showcase some of her best vocal talents especially the slow love hurt ballads like "Hay Unos Ojos" and "Por Un Amor" where her voice comes across with a sense of sureness, the crispness that is there on all the high notes is similar to Amalia Mendoza's with true feelings, so strong that one can almost feel the hurt.

Ronstadt does an excellent interpretation of a corrido on "Corrido de Cananea"; however, on some of the faster upbeat rancheras she seems to try

too hard to reach that hard driving note.

The music accompaniment and mix is excellent with several mariachi groups used including the well known Mariachi Vargas de Tecalitlan, Ronstadt's voice is not lost among violin, trumpets. her voice flows out sweetly and effortlessly. A good example of this is "Y Andale" which is the only song off this album to receive major radio air play.

No matter what intentions Ronstadt had when she recorded this album it's a must for your record collection. Overall it's an excellent album, from which Ronstadt should reap great rewards. In addition, it's also refreshing to see a person of Ronstadt's caliber, versatility and origin come forth with a style uniquely Hispanic. It will be interesting to see what direction Ronstadt will take next. A follow-up album along the same style will be a definite plus but whatever her direction you can be rest assured her work will be admired.

An item of interest, Ronstadt recently appeared on the Saturday Night Live late night television program singing several of her songs from her new album. This was a first for Saturday Night Live to have a mariachi group appear as a musical guest. Maybe Ronstadt will help expose this music, which has so long been almost uniquely enjoyed by Hispanics.

LA BAMBA'S SUCCESS WAS CONTAGIOUS IN '87

By Antonio Mejias Rentas

In many ways, achievements by Latino artists and entertainers in 1987 were epitomized by an old folk song from the Mexican state of Veracruz.

Without a doubt, it was the year of "La Bamba," with an emphasis on contributions by U.S.-born Hispanics.

"La Bamba," one of the year's most talked about films and a healthy box office contender, was the story of a home-grown Latino rock-and-roll star, told by a home-grown writer/director, co-produced by his brother and acted by various U.S. Latinos.

And Ritchie Valens' rock version of "La Bamba" was recreated for the movie by Los Lobos, a Chicano rock band from East Los Angeles that took it all the way to the No. 1 on the national pop charts.

"La Bamba"—both the Luis and Daniel Valdez film and the Los Lobos single— was a hit first with so-called mainstream audiences and then easy crossovers to the Spanish-language Hispanic market. The film and the song proved that general audiences enjoy well-made Latino products with a distinctive Latino flavor, and that Latino audiences are choosing to be entertained, with the mainstream, in English.

According to Santiago Pozo, a former publicist for Universal Studios, a "hit" in the Latino community can rep-

resent as many as 7 million tickets, sold a \$4 each—or \$28 million.

"'La Bamba' grossed \$53 million," he says. "How much of that was brought in by English-speaking Latinos?"

La Bamba made the Hollywood studios scramble for Latino products. Following its success, Universal rushed to get out Cheech Marin's comedy "Born in East L.A." Most of the "major" studios put in bids to release the Ramon Mendez/Tom Musca independent production "Walking On Water," which stars Edward James Olmos as East Los Angeles math instructor Jamie Escalante. Warner Bros. won out, putting up a \$4 million advance on the film, which will be released in February.

At least a dozen other Latino films will be released by the majors in 1988, including the Robert Redford-directed, Moctezuma Esparza-co-produced "Milagro Beanfield War."

"La Bamba" was also influential in boosting the careers of three excellent actors who, coincidentally, represent the three major Latino subgroups in the nation: Rosanna de Soto (Mexican American) and Esai Morales (Puerto Rican) were reunited (again as mother and son) on a "Hispanic" episode of NBC's drama "Miami Vice." De Soto, who has been mentioned as a possible Academy Award nominee, starred in a

PLEASE See La Bamba, Page 12

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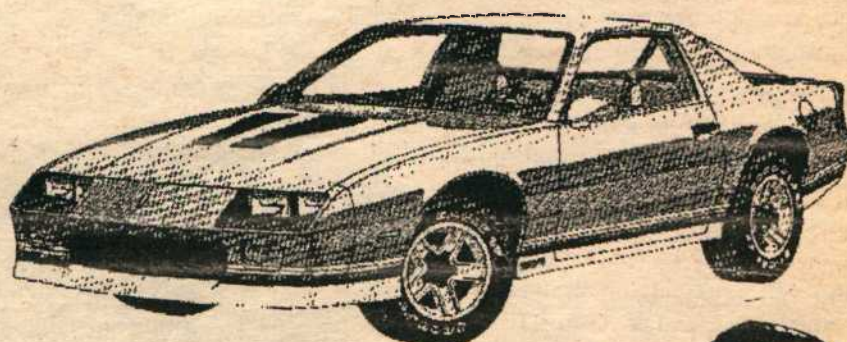
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La Bamba

CONTINUED From Page 10

New York production of "La Pt Vida," a trilogy of one-act plays by Puerto Rican playwright Reinaldo Povod. Cuban American Elizabeth Pena parlayed her "La Bamba" success into a starring role in her own ABC sitcom, I Married Dora," and a feature role in Stever Spielberg's Christmas release, "Batteries Not Included."

And "La Bamba," as recorded by Los Lobos, became the first all-Spanish song to make it to No. 1 on Billboard Magazine's pop charts.

It was not the only hit this year with a distinct Latino sound. While singers like Madonna threw Spanish phrases into songs like "La Isla Bonita" and "Who's That Girl?," various U.S.-born Latinos went to the pop charts with styles all their own.

Strong from a multi-hit album in '86, the Cuban American act Gloria Estefan and the Miami Sound Machine followed in '87 with "Rhythm is Gonna Get You." And New York-born Puerto Rican singer Lisa Lisa provided relief from the Madonna sound-alikes who inundated the airwaves. If there is justice left in the industry, Lisa Lisa's soulful rendition of "Lost in Emotion," the year's most danceable tune, is an assured Grammy nominee in various categories for 1988.

Even Hispanics in art circles benefited from the "La Bamba" experience.

There was increased attention vested on exhibits like Hispanics Art in the United States: 30 Painters and Sculptors, which began a national tour in May at the Houston Museum of Fine Arts, moving to the Corcoran Gallery in Washington, D.C. in October.

The show demonstrated a cohesiveness among Hispanic artists who work in a variety of forms and styles.

It even seemed as if there was more participation by Hispanic actors and playwrights on "mainstage" theater across the U.S.A. In Southern California alone three major companies—the Los Angeles Theater Center, Costa Mesa's South Coast Repertory and San Diego's Old Globe—had projects to develop Latino theater.

Before 1987, Chicano rock-and-roller Richie Valens was remembered by many as a shooting star. Only rock historians recognized his vital influence to that "All-American" art form.

With their film, Luis and Daniel Valdez have made it easier for all of us to see that the contribution of home-grown Hispanics to this country's cultural beat has been a continuous and significant one.

(Antonio Mejia's Rentas, of Los Angeles, covers arts and entertainment for the national newsweekly Hispanic Link Weekly Report)

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